



UNIVERSITA' DEGLI STUDI DI MILANO
PROGRAMME DESCRIPTION - ACADEMIC YEAR 2019/20
BACHELOR
Communication and Society (Classe L-20)
Enrolled from 2014/2015 academic year

HEADING

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| Degree classification - Denomination and code: | L-20 Communication studies |
| Degree title: | Dottore |
| Length of course: | 3 years |
| Total number of credits required to complete programme: | 180 |
| Years of course currently available: | 1st , 2nd , 3rd |
| Access procedures: | Cap on student, student selection based on entrance test |
| Course code: | B17 |

PERSONS/ROLES

Head of Study Programme

Prof.ssa Paola Rebughini

Tutors - Faculty

prof. Federico Boni – federico.boni@unimi.it

Degree Course website

<https://ces.cdl.unimi.it>

Email: sergio.splendore@unimi.it

Email: ces@unimi.it

CHARACTERISTICS OF DEGREE PROGRAMME

General and specific learning objectives

Students in the degree program in Communication and Society will receive an academic education that is also geared toward real-world practice. They will acquire a deep understanding of communication theories and develop comprehensive knowledge in the field of media and communication. The goal is for students to develop critical judgment and competences from various perspectives (political, economic, cultural, juridical, sociological, psychological). The program aims to prepare students for a career in different sectors of the cultural industries (publishing, radio, television, new media), corporate communication, advertising and consumer marketing, or to work in communication studies and media consulting, political and civic education, or intercultural communication. One of the program's primary goals is to enable students to work professionally both at the national and at the international level in private companies, the public administration and the private third sector. Our co-operative education and experiential learning opportunities enable students to develop and apply their skills in other professional contexts such as editorial and journalistic functions in the audiovisual sector and with new technologies, providing the language skills to work with at least two foreign languages (especially English) and to use Italian effectively.

Expected learning outcomes

The course allows to acquire basic skills and specific skills in the media sectors that allow the graduate to perform professional tasks in the various apparatus of the cultural industries (publishing, radio, television, digital media) and in the fields of enterprise communication, advertising and consumption; Competences relating to new communication and information technologies that allow to carry out communication and public relations activities both in private companies, in public administration and in the private social sector; Skills required for editorial activities and journalistic functions, including in the audiovisual sector and new technologies; Basic skills necessary for the production of texts for the cultural industry (screenplays for advertising, video, audiovisual); Skills needed to use two foreign languages (one of which is necessarily English) and skills and knowledge for the effective use of the Italian language.

Professional profile and employment opportunities

The degree in Communication and Society enables professional outlets in the many sectors and fields of enterprise communication and political and social communication, public and private organizations, national and international, industry Cultural, publishing, market research, business, digital economy, as press officers, advertisers and public communicators, experts in the management of companies, publishing companies, distance learning, methodologies (surveys, databases, etc.), communication campaigns.

Notes

OFA

In order to be entitled to sit the English language exam included in their degree program, students are required to certify their knowledge of the English language at the B1 level. This level can be certified in one of the following ways:

- By submitting their language certificate, taken no more than 3 years before its submittal and attesting a B1 or higher level (for the list of the language certificates accepted by the University of Milan, please refer to the website: <http://www.unimi.it/studenti/100312.htm>). Students can submit their language certificate during the immatriculation procedure or send it to the Language Centre of the University of Milan (SLAM) via Infostudente service.
- By sitting the Placement Test run by SLAM, during the first year exclusively, from September to December. Should they not pass the Placement Test, students will have to attend the English language courses organized by SLAM. All students who do not have a valid language certificate must sit the Placement Test. Those students who do not sit the Placement test by December or do not pass the end of course test in one of the 6 attempts granted will have to get a language certificate outside the University of Milan within the year in which the English language exam is scheduled according to their degree program.

EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM

The University of Milan supports the international mobility of its students, offering them the opportunity to spend periods of study and training abroad, a unique opportunity to enrich their curriculum in an international context.

Study and internships abroad

The BA in Communication and Society, through the Department of Social and Political Sciences, has signed exchange agreements with the Australian Universities "University of South Australia" (Adelaide) and "Griffith University" (Brisbane), and the US University "John Cabot University" (Rome). With the latter the agreement is of "double degree", which requires the mandatory attendance for three semesters.

Students can attend a semester in the faculties and graduate courses of the Australian universities specified in the agreements, and their Australian exams will be recognized in Milano, as in the Erasmus program. An excellent knowledge of the English language, properly certified, is required to participate. Special calls establish other conditions to enter the selection. These exchanges do not enjoy any financial support from the University of Milano.

How to participate in Erasmus mobility programs

To gain access to mobility programs for study purposes, lasting 3-12 months, the enrolled students of the University of Milan must attend a public selection that starts usually around the month of February each year through the presentation of specific competition announcements, which contain information on available destinations, respective duration of the mobility, requirements and deadlines for submitting the online application.

The selection, aimed at evaluating the proposed study abroad program of the candidate, knowledge of a foreign language, especially when this is a preferential requirement, and the motivations behind the request, is performed by specially constituted commissions.

Each year, before the expiry of the competition announcements, the University organises information sessions for the specific study course or groups of study courses, in order to illustrate to students the opportunities and participation rules.

To finance stays abroad under the Erasmus + program, the European Union assigns to the selected students a scholarship that - while not covering the full cost of living abroad - is a useful contribution for additional costs as travel costs or greater cost of living in the country of destination.

The monthly amount of the communitarian scholarship is established annually at national level; additional contributions may be provided to students with disabilities.

In order to enable students in economic disadvantaged conditions to participate in Erasmus+ program, the University of Milan assigns further additional contributions; amount of these contributions and criteria for assigning them are established from year to year.

The University of Milan promotes the linguistic preparation of students selected for mobility programs, organising every year intensive courses in the following languages: English, French, German and Spanish.

The University in order to facilitate the organisation of the stay abroad and to guide students in choosing their destination offers a specific support service.

More information in Italian are available on www.unimi.it > Studenti > Studiare all'estero > Erasmus+

For assistance please contact:

Ufficio Accordi e relazioni internazionali

via Festa del Perdono 7 (ground floor)
 Tel. 02 503 13501-12589-13495-13502
 Fax 02 503 13503
 E-mail: mobility.out@unimi.it
 Desk opening hour: Monday-friday 9 - 12

| 1st COURSE YEAR Core/compulsory courses/activities common | | |
|---|-------------|---------------------------|
| Learning activity | Ects | Sector |
| Constitutional and Media Law | 12 | IUS/09, IUS/10 |
| Contemporary History | 6 | M-STO/04 |
| English | 9 | L-LIN/12 |
| Italian Language Workshop | 3 | L-LIN/01 |
| Media Economics | 9 | SECS-P/06 |
| Psychology of Communication | 9 | M-PSI/06 |
| Sociolinguistics | 9 | L-LIN/01 |
| Sociology and Culture | 9 | SPS/08 |
| Total compulsory credits | | 66 |
| 2nd COURSE YEAR Core/compulsory courses/activities common | | |
| Learning activity | Ects | Sector |
| Communications Culture | 9 | SPS/08 |
| Digital Media | 9 | L-ART/06 |
| Information Technology | 6 | INF/01 |
| IT Workshop | 3 | INF/01 |
| Marketing and Business Strategies | 9 | SECS-P/08 |
| Research Methods in the Social Sciences | 12 | (6) SECS-S/01, (6) SPS/07 |
| Social History of the Media | 6 | M-STO/04 |
| Sociology of Communication | 9 | SPS/08 |
| Total compulsory credits | | 63 |
| 3rd COURSE YEAR Core/compulsory courses/activities common | | |
| Learning activity | Ects | Sector |
| European Media Law | 6 | IUS/14 |
| Languages of the Media | 6 | L-LIN/11 |
| Total compulsory credits | | 12 |
| Elective courses | | |
| Students must achieve 6 CFU in one of the following topics | | |
| Data Protection Law | 6 | IUS/08 |
| Economics of Advertising | 6 | SECS-P/08 |
| Freedom of Speech and Expression | 6 | IUS/08 |
| Students must achieve 6 CFU in one of the following topics | | |
| Qualitative research in social organization | 6 | SPS/07 |
| Sociology of Cultural Processes | 6 | SPS/08 |
| Sociology of Family and Life Course | 6 | SPS/08 |
| Students must achieve 6 CFU in one of the following topics | | |
| Global Processes of Information Society | 6 | SPS/07 |
| Human Resources Organization | 6 | SECS-P/10 |
| Further elective courses | | |
| Students must achieve 12 CFU of free choice | | |
| Students must achieve 3 CFU with workshop or internship | | |
| End of course requirements | | |
| Final Exam | 6 | NA |
| Total compulsory credits | | 6 |

COURSE PROGRESSION REQUIREMENTS

The following topics are preparatory to the courses of the third year:
 Economy and industry of the media
 English as foreign language
 Sociolinguistic
 Workshop of Italian language
 Psychology of communication

Sociology and culture
Contemporary history
Information and constitution

Moreover:

Sociology and culture is preparatory to Sociology of communication, Intercultural communication, Cultures of communication and Digital Media

Marketing and business strategy is preparatory to Economy and technique of advertising.